Appendix Table 2. Grey Literature Table of Results

Author (year), Organisation	Keyword(s)	Geography	Article Type	Dimensions 1a and 1b: evidence, data, methods, disciplines and who researches	Dimension 1c: Knowledge transfer and translation	Dimension 2: Who advocates for health equity and to whom?	Dimension 3: Advocacy messages and their respective merits and disadvantages	Dimension 4: Catering of arguments to different political standpoints	Dimension 5a: Barriers of successful advocacy	Dimension 5b: Enablers of successful advocacy	Dimension 6: Practices and activities that may increase the effectiveness of advocacy efforts
							Dimension				
Aked, Steuer, Lawlor and Spratt (2009) New Economics Foundation[64]	ECD, RM	UK	Working document	Cost-benefit analysis, outcomes analysis, social return on investment, literature reviews, secondary data analysis, qualitative research			Economic, cross-country comparisons, ROI		Academic, political		
Allen, Allen, Hogarth and Marmot (2013) UCL Institute of Health Equity[174]	HI, HiAP, HLC, SDH	UK	Report	Recording patient information		Students, individual professionals, public health organizations and professional bodies > central government, commissioning boards	Social justice, legal arguments			Expertise and respect of health professionals; training in higher education on HIs and SDH, communication and skills related to advocacy;	Education, capacity building, lobbying, coalitions

										ensuring access to higher education regardless of SES, HiAP	
Allmark, Salway and Tod (2010) NHS/National Institute for Health Research/CLAHRC for South Yorkshire[149]	HI, EDU, ESI, RH	UK	Briefing paper	Local health data; inequalities related to socioeconomic, class, race/ethnicity, age, gender, disability			Economic	Meritocrats for equality of opportunity; egalitarian concerned with outcome	Political, public opinion		Education, coalitions, knowledge
Apfel (2008) International Council of Nurses[44]	KTT, MED, RM, SM	NS/Glob	Guide	Formative research: pretesting concepts, social marketing: focus on consumer needs	Localizing, comparing with something that is easily identifiable to an audience	Health professionals > decision makers			Legal		Management and planning, coalitions, lobbying, knowledge and mappings, media outreach, communication techniques, timing, evaluation, capacity building

Barber, Devaney and Stroud (2009) Fabian Society and Institute for Public Policy Research, Joseph Rowntree Foundation[159]	ESI, POV, RM, SJ	UK	Viewpoint article	Case studies			Social justice, equality of opportunity, social mobility, fair reward, instrumental benefits of equality for economy and social cohesion		Public opinion, political		Propose solutions, counter stereotypes of the poor
Boland and Murphy (2012) Working Group on Public Health Policy Framework[213]	ESI, ECD, MH, WandE	NS/Glob	Review	Cost-benefit analysis			Economic				
Bonilla Garcia and Gruat (2003) ILO[132]	HR, DEV, ENV, POV, SJ, SM	NS/Glob	Working document				Social justice, economic, sustainability, human rights, economic, costs of nonintervention, social cohesion				Coalitions
Calman and Tarr-Whelan (2005) Legal Momentum's Family Initiative/ MIT Workplace Center[142]	ECD, SM	USA	Recommendations	Cost-benefit analysis		Advocates > business, grassroots	Economic, ROI		Public opinion		Coalitions, lobbying, social mobilization, communication techniques

Center for Economic and Social Rights (2004) Independent Commission on Public Education[111]	EVA, HR, INT, KTT, SM	USA	Pamphlet	Local data	Categorise issues as human rights violations	UN special rapporteurs, ombudspersons, NGOs, community groups, individuals > government	Human rights, legal		Legal	Implementation or enactment of human rights	Evaluation, education, lobbying, legal action using HR
Center for Health Improvement (2004) The First 5 Association of California[176]	KTT, ECD, MED, SM	USA	Toolkit		Summarize local and national data, no jargon, social math, legal data, visual material	Commissioners > media > policymakers, general public	Political, legal			Credibility of the source, public opinion	Management and planning, communication techniques, evaluation, social mobilization, lobbying, media outreach, coalitions, capacity building
Coffman (2009) Center for Evaluation Innovation[214]	EVA	NS/Glob	Guide								Evaluation, management, and planning
Coffman (2009) Harvard Family Research Project[48]	ECD, EVA	NS/Glob	Guide	Evaluations of advocacy efforts						Evaluation	Evaluation, knowledge and mapping, management, and planning

Cohen, Bhandari Karkara, Stewart, Rees and Coffman (2010) UNICEF[106]	ECD, HR, INT, KTT	NS/Glob	Guide	Causation models, budget analyses, costing tools, public expenditure tracking surveys; knowledge management system, contextual factors analysis	Solid argument, individual stories, visuals, videos	UNICEF staff and partners > decision makers, donors	Human rights		Human rights approach, credibility and legitimacy, practical (capacity)	Practical (coalition issues)	Coalitions, knowledge and mappings, media outreach, lobbying, social mobilization, evaluation, management and planning, communication techniques, capacity building
Coke, Osnos and Schlitt (2008) U.S. Human Rights Fund/the Atlantic Philanthropies[136]	EDU, POV, HR, SJ	USA	Report	Research on public opinions			Social justice, human rights, legal		Insufficient organizational capacity, conservative media, partisan Congress	Cross-sectoral cooperation, reach unconvinced audiences, multiple-year grants, comprehensive advocacy plans, self-evaluation, human rights training among key groups and human rights campaigns	Capacity building, education, communication techniques, coalitions, management and planning, lobbying, evaluation, identify sources of power and influence

Commission on Social Determinants of Health (2008) CSDH/WHO[2]	ECD, ESI, GLO, HI, HiAP, HR, INT, POV, SDH, SJ, SP, KTT, RM, SM, WandE	NS/Glob	Report	Values alone are insufficient, RCTs not always feasible, balance use of different types of evidence, recent data, qualitative evidence to clarify emerging statistical results and explain counterintuitive findings	Provide solutions, fact sheets, clear graphics, evidence that demonstrates an impact of action on HIs, evidence on feasibility of implementation	WHO and scientific experts > national and local government, private sector, multilateral agencies, CSOs, research institutions	Social justice, ROI, human rights, economic		Lack of evidence	HiAP	Management and planning, evaluation, capacity building, social mobilization
Concern Worldwide (2011)[133]	EDU, HR, SP	NS/Glob	Position paper				Human rights		Economic, political, public opinion	Public education	Education
Cox (2012) VSO[55]	HR, MED, POV, RM	NS/Glob	Toolkit	CBPR, providing practical solutions, reliable, sourced appropriately, using accepted methods, policy environment analysis		VSO staff, volunteers, partners > policymakers	Human rights			Credibility	Timing, coalitions, capacity building, lobbying, media outreach, knowledge and mappings, management, and planning

Curtain (2004) United Nations Population Fund[143]	HR, POV, RM, SJ, SP	NS/Glob	Report	Comparative cost-benefit analysis, use of vulnerability profiles		Human rights, economic		Risks of targeting the most vulnerable	Participatory approaches	Lobbying, communication techniques, knowledge and mappings, management, and planning
Dahlgren and Whitehead (2006) WHO[6]	HI, HiAP, HR	Europe	Working document			Economic, human rights, education and social cohesion		Political, academic, economic, practical (capacity)	HiAP	
De Vita, Montilla, Reid, and Fatiregun (2004) Center on Nonprofits and Philanthropy/The Urban Institute[215]	ECD, EVA, MED	USA	Report		Public-private partnerships, human service organizations, advocacy organizations, unions, and professional associations, intermediary groups, action-oriented think tanks > policy/decision makers	Economic, ROI		Economic		Management and planning, timing, coalitions, capacity building, communication techniques, evaluation

Division of Health Education (1992) WHO[103]	DEV, EVA, KTT, EBP, INT, MED, RM, SM	NS/Glob	Background document	Participatory approaches	Data with specific meaning to the receiver	Governments, community organizations, social movements, NGOs, media, universities, UN agencies > policy/decision makers	Economic, political, academic		Political, academic, practical (shared responsibilities and timing)	Coalitions, public opinion, support of political leadership, economic powers, support from cultural and religious groups, credibility	Coalitions, social mobilization, communication techniques, media outreach, management and planning, knowledge, and mappings, timing, evaluation
Economic and Social Commission for Asia and the Pacific (2011) UN ESCAP[134]	SP, KTT	Asia, Pacific	Report	Cost of SP per country	Summarize evidence		Human rights, ROI, economic, legitimacy of the state		Political, cross-country differences	Political	
European Anti-Poverty Network and Eurochild Task Force (2013) EAPN/Eurochild[131]	ECD, ESI, HR, POV, SP, KTT	EU	Report	Children's poverty	Jigsaw of evidence, narratives, real stories, simplify evidence		Human rights, political, economic			Human rights approach	Coalitions
Farrel, Thirion, Dubois, Glatzer, Nascimento, Redelsperger and Amoroso (2008) Council of Europe[216]	POV, SP	Europe	Report				Economic		Limit of participatory approaches		
Forde, Rasanathan and Krech (2011) WHO[217]	HiAP, SP, ESI, SDH	NS/Glob	Discussion paper			Public health agencies > policy/decision	ROI, sustainability		Political, lack of academic	HiAP	Coalitions, capacity building

						makers			interest		
Gardner (2008) Wellesley Institute[218]	HI, HiAP, SDH	Canada	Report							HiAP	Lobbying, coalitions, communication techniques
Global Equity Gauge Alliance (2003) GEGA[112]	HI, INT, MED, SJ, SM	NS/Glob	Guidelines			Policymakers, civil service and health sector bureaucracy, donor agencies, multilateral organizations (eg, World Bank)	Social justice				Media outreach, coalitions, lobbying, community empowerment, social mobilization, communication techniques, knowledge, and mappings
Global Equity Gauge Alliance (2004) GEGA[65]	HI, ESI, EVA, HLC, KTT, MED, RM, SDH, SM	SA	Course Reader	Quantitative (health status, health care statistics, economic consequences), qualitative (context, policy analysis, feasibility analysis, participatory approaches)	Evidence necessary but not sufficient; disseminate findings using different channels, personal stories that make decision makers sit up and listen					Credibility and reliability, academic	Media outreach, management and planning, knowledge, and mappings, evaluation, communication techniques, timing, capacity building, social mobilization
Goodson (2006) World Vision[115]	EDU, HR, KTT, MED,	USA	Toolkit			Public (> media) > government,	Social justice, religious				Coalitions, media outreach, education,

						Audience			Barriers	Strategies	Methods
	POV, SJ					policymakers, private sector, general public					communication techniques, lobbying
Grantmakers in Health (2010)[113]	KTT, MED	USA	Report			Health advocacy organizations, non-health focused advocacy organizations, service and charitable organizations, public health, other government agencies > policymakers			Legal, political, practical (capacity, risks)	Capacity building, funding, effective collaboration between advocacy organizations at local and national levels, coalitions, awareness of opponents views, public education, media advocacy	Capacity building, coalitions, knowledge and mappings, education, media outreach, lobbying, litigation, evaluation
Guthrie, Louie, David and Crystal Foster (2005) Blueprint Research and Design/The California Endowment[166]	EVA	USA	Guide						Practical (capacity), short-term desire for outcomes work by grant makers		Evaluation, management and planning, timing, capacity building

Hernandez Aguado, Lahtinen, Leppo, *et al*. (2010) Spanish Government/Spanish EU Presidency[129]	HE, HR, WandE, ECD, SJ	EU	Report				ROI, human rights, social justice, economic, political		Practical (multiple actors; long time frames)	Political	Lobbying, capacity building, timing, political mobilization, communication techniques
Hodgkin (2008) Royal College of Pediatrics and Child Health[35]	ECD, KTT, HLC, MED, RM, SJ	UK	Guidelines	Cost-analysis, design for quick results, pilot innovative practices	Individual cases or stories	Paediatricians > policy/decision makers	Social justice	Advocacy must be nonparty political			Communication techniques, media outreach, lobbying, capacity building, coalitions, management and planning, litigation
Innovation Network (2009) The Atlantic Philanthropies[49]	EVA, KTT	NS/Glob	Guide	Evaluations of advocacy					Practical (capacity), timing, evaluation		Evaluation, management and planning, capacity building
Irwin and Scali (2010) WHO[160]	HI, KTT	NS/Glob	Discussion paper	Narratives					Political, opportunistic, practical (capacity), opposition, desire for short-term impacts	Political, timing	Knowledge and mappings, communication techniques, timing, coalitions
Jamieson (2008) JHG Consulting[219]	HiAP, SM	Canada	Report							HiAP	Coalitions, capacity building

Jansen-Daugbjerg, Maksimovic and Morris (2012) Solidar[71]	HR, SJ, SP, KTT, MED, RM, SM	NS/Glob	Toolkit	Participatory peer-led research	Narratives, stories, documentaries, policy brief, visual evidence, avoid jargon, powerful language and active verbs, use facts and numbers accurately and creatively, provide solutions	Social movements and labor activists > government, CSOs, private sector	Economic, social justice, human rights, political costs of inaction, efficiency, legitimacy of the state				Knowledge and mappings, communication techniques, evaluation, coalitions, management and planning, social mobilization, lobbying, media outreach, media conference,
Johnson (2009) Alberta Health Services[83]	KTT, MED	Canada	Discussion paper	Scientific evidence alone is rarely enough	Data for lay audiences, emphasizing social dimensions, shifting responsibility	Policy/decision makers, program managers, those influencing actions that affect many people			Legal, economic, political, academic, practical, evaluation	Media advocacy	Management and planning, coalitions, media outreach, presenting policy alternatives, communication techniques, capacity building
Lavin and Metcalfe (2009) IPH[220]	HI, KTT, SDH, RM	Europe	Report	Cost-benefit analyses, impact assessments, comparative analysis	Clear and meaningful arguments		Economic		Academic, evaluation, resistance to using economic arguments	Leadership from health ministries	Communication techniques, knowledge

Leppo, Olilla, Peña, Wismar, and Cook (2013) Finnish Government/UN Research Institute for Social Development/ WHO/European Observatory on Health Systems and Policies[122]	ECD, HIAP, HR, MH, WandE	NS/Glob	Book				ROI, economic, costs of inaction, well-being, human rights, legal, sustainability, health as a value, societal gains		Political	Public opinion, implementation and enforcement of human rights, HiAP	Make use of "windows of opportunity"
Mackenbach, Meerding and Kunst (2007) Erasmus MC/DG SANCO[221]	ESI, HI, EDU, EBP, RM	EU	Report	Cost-benefit analysis			Economic, ROI				
Marmot (2010) UCL/WHO[222]	SDH	Europe	Report	SDH and health divide, need for increased coordination, harmonization, and accessibility of data			Economic				
Marmot, Allen, Goldblatt, Boyce, McNeish, Grady and Geddes (2010) UCL[25]	EBP, EDU, ESI, HB, HI, SDH, SJ, SP, WandE	UK	Review				Social justice, economic, sustainability, well-being				
Minoletti, Drew and Funk (2003) WHO[172]	MH, MED, SM	NS/Glob	Guidance pack			Policymakers and public health professionals > other policymakers			Political, public opinion	Political, public opinion, coalitions	Media outreach, coalitions, knowledge and mappings, lobbying

National Association for the Education of Young Children (2004) NAEYC[72]	ECD, EDU, MED	USA	Toolkit		Policy briefs						Organise public policy committee, work in coalitions, media outreach, communication techniques, capacity building, management and planning, lobbying
National Health Equity Coalition (2009)[98]	HI, EBP, KTT, MED	USA	Toolkit			Organisations, community leaders and individuals > members of Congress					Lobbying, media outreach, communication techniques, coalitions
O'Flynn (2009) INTRAC[99]	EVA, ESI, MED	NS/Glob	Briefing			CSOs > those in position of power to achieve policy change			Evaluation		Lobbying, media outreach, management and planning, evaluation
Ounce of Prevention Fund (2009)[223]	ECD, KTT, SM, MED	USA	Toolkit		Engage the audience, state the problem, provide potential solutions, call to action	Administrative and governmental agencies, elected officials, decision makers					Lobbying, frame message, communication techniques, media outreach, timing
Peacock and Bissell (2011) NHS/National Institute for Health Research/CLA HRC for South	ESI, HB, HI, SDH	UK	Report	Social inequalities, fundamental causation approach					Academic		

Yorkshire[224]										
Public Health Alliance for the island of Ireland (2007)[225]	EVA, PH, HI, HR	NS/Glob	Toolkit							Management and planning, knowledge and mappings, coalitions, communication techniques, evaluation, media outreach
Robert Wood Johnson Foundation (2010)[46]	HI, KTT, RM, SDH	USA	Report	Qualitativepriming studies (reaction times), systematic testing of advocacy messages	Less is more, stories, careful use of figures, colloquial language, value-driven, emotionally compelling, potential solutions, highlight personal responsibility, mix traditionally conservative values with traditionally progressive		Avoid: equal, equality or equalizing, leveling the playing field, creating balance, injustice, outrage, immoral, unconscionable Use: fair chance, opportunities for better choices, enabling people to choose the right path, giving tools to make better	Democrats/Republicans	Public opinion		Communication techniques, knowledge, and mappings

					values		decisions				
Stafford, Mitchell, Stoneham and Daube (2009) Public Health Advocacy Institute of Western Australia[226]	EVA, KTT, MED, MED	AU	Toolkit								Knowledge, management, and planning, timing, communication techniques, coalitions, lobbying, media outreach, evaluation
Stegeman, Costongs, Chiotan, Jones and Bensaude de Castro Freire (2009) EuroHealthNet/ IUHPE[227]	SDH	Europe	Report								Coalitions, management, and planning, knowledge and mappings, communication techniques, capacity building
Sturgeon, Swinney, Russel and MacAskill (2010) Scottish Government[141]	ECD, ESI, HI, KTT, ESI	UK	Report	Hypothetical pathways and life trajectories, cost analysis	Economic impact across sectors, summary of evidence		Early years interventions (ROI, costs of inaction)				
Taillant (2002) World Civil Society Forum[138]	EDU, HR, WandE	NS/Glob	Guidelines	Environment, human rights, legal data, indicators to measure social, environmental and economic footprint		CSOs and government > corporations	Human rights, sustainability		Media, legal	Timing, public opinion	Lobbying, education

Treuhaft (2009) The Opportunity Agenda and the Health Policy Institute[40]	HI, RM	USA	Report	Communications, spatial data and community mapping, participatory approach, recent and timely data		Nonprofit organizations, community groups, and coalitions > public, legislators, city officials, heads of departments, others with official power				Academic	Coalitions, social mobilization, communication techniques
Valentine, Solar, Irwin, Nolen and Prasad (2008) CSDH/WHO[73]	HiAP, HR, SDH, SM	NS/Glob	Discussion paper	Examples of entry points for policy action and policy implementation	Policy briefs	Health professionals and experts > government	Human rights, social justice, economic			Political, timing, frame messages and language so that they are understood across sectors, HiAP	Capacity building, coalitions, communication techniques, knowledge, and mappings, social mobilization, lobbying, management, and planning, working with a high-profile champion
Whitehead and Dahlgren (2006) WHO[5]	HB, HI, HLC, HR	Europe	Report	Gender, ethnic, geographical differences analysis			Human rights				

World Health Organization Communications Department (2007) WHO[228]	EVA, INT, HLC, KTT, MED	NS/Glob	Toolkit		Different styles for policymakers, media, general public	WHO staff responsible for communicating WHO info and positions > all interested stakeholders, including media					Management and planning, knowledge and mappings, communication techniques, evaluation

Abbreviations: Type: E/C = Editorial, commentary or biographical account; Emp = Empirical research, case study; Rev = Review article.

Country/ies: AU = Australia; EU = European Union; ID=Indonesia; NS/Glob=Not stated or global; NL = Netherlands; NZ = New Zealand; SA = South Africa; SE = Sweden.

Dimension(s): CBPR = Community-Based Participatory Research, CSOs = Civil Society Organizations, ROI = Return on Investment

Keyword Terms:

CRI = Economic crisis, austerity

DEV = International development, MDGs

EBP = Evidence-based policy (and policymaking process, policymaking, and evidence-based medicine)

ECD = Early childhood development (and child health, infant mortality, maternal health, maternal mortality)

INT = International institutions (EU, WHO, CSDH, UN, G8, G20, WB, IMF, etc.)

KTT = Knowledge transfer and translation

MED = Media (and newspapers, mass media, mainstream media, journalists, television)

MH = Mental health

EDU = Education

ESI = Economic and social inequalities (and class)

ENV = Environmentalism (and environment, climate change, sustainability)

EVA = Evaluation

GLO = Globalization (and international trade agreements, international trade)

HB = Health behaviors (and lifestyle, behaviors, tobacco)

HI = Health inequalities, health disparities, health equity

HIAP = Health in all policies

HLC = Health care (and nursing, health care policy, physicians, psychologists, social workers, medical professionals, immunization)

HR = Human rights (and human rights legislation, children's rights, Convention on the Right of the Child, right to health, women's rights

PH = Public health, health promotion

POV = Poverty

RH = Racial health (and immigrant health, aboriginal health, racism (in terms of health)

RM = Research methodologies, qualitative methods, CBPR

SDH = Social determinants of health

SJ = Social justice

SM = Social mobilization (and social movements, civil society, resource mobilization theory, building coalitions)

SP = Social protection (and welfare, benefits, welfare reform, public benefits, social assistance)

WandE = Work and employment (and employment)